

Personal Branding With Social Media

Build your brand online and network with professionals in your field using social media that reflects your career or professional goals. (You may want to create separate personal and professional social media pages.)



Facebook

- Use a professional-looking picture—you can use the same picture on all of your social media pages.
- Add the following to the “about” section: internship and other educational experience, a short bio, and links to other professional social media.
- Follow organizations you’re interested in to discover intern and full-time job opportunities, announcements about the company, and potential contacts in the organization.



LinkedIn

- Drop in your professional photo.
- Customize your headline with keywords and phrases that are related to your desired industry or profession.
- Request a connection with professionals you’ve worked with at internships or met through networking channels. Be sure to “personalize” your request by offering some information on why you would like to connect.



Twitter

- Use a professional profile photo. Your cover photo can indicate your interests.
- Choose a Twitter handle that will be recognizable as you.
- Tell your story in your bio: university, class year, major, and keywords describing your career interests.
- Add a link to your LinkedIn profile, your personal website, blog, and/or online portfolio.



Pinterest

- Drop your professional-looking picture on your main page.
- Select a username that is consistent with your other social media platforms.
- Create a bio that reflects your goals and brand. Who are you? Why are you using Pinterest? What are your professional aspirations?
- Create boards using images and content to share your interests and experiences in your field.
- Mark boards “secret,” if they are going to contain content you would prefer to keep private.

Courtesy of the [National Association of Colleges and Employers](#).